



**Warner Bros. Present  
The First Action Epic**

**in TECHNICOLOIB**

**of the Heroic Mounties  
Who Always Get  
Their Man**



# HEART OF THE NORTH

Directed by LEWIS SEILER  
Screen Play by Lee Katz and  
Vincent Sherman • Based on a  
Novel by William Byron Mowery  
A First National Picture

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**WARNER BROS.: "HEART OF THE NORTH"**

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**'Robin Hood' and 'God's Country And The**

**Woman' . . . presented with bigness by a full**

**series of ads, 48 exploitation ideas in this**

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**"Neither Hardship Nor Suffering Nor Fear  
Of Death Shall Stay My Hand—Or My Heart!"**

Across a million miles of wilderness that pledge is feared by the lawless! For it is the proud tradition of the men who never turn back—until they get their man!... *The Royal Canadian Mounted Police!*

The first color-epic of the Mounties

**"Heart of  
the North"**


in **TECHNICOLOR**

Directed by LEWIS SEILER • Screen Play by Lee Katz and Vincent Sherman • Based on a Novel by William Byron Mowery • A First National Picture • Presented by WARNER BROS.



**Your  
Advertising  
Campaign  
Begins Here**

Mat 301 — 6¾ inches x 3 cols. (276 lines) — 45c




# "Heart OF THE North"

in TECHNICOLOR

❦

**Nature Said, "Let There Be a  
Great Land, Brave Women  
And Bold Men To Guard Them!"**

The land was Canada, millions of miles of lush forests and hidden gold. The men were those fearless watchdogs of the wilderness, that handful of red-jacketed heroes—THE ROYAL CANADIAN MOUNTED POLICE!



Presented by WARNER BROS. • Directed by LEWIS SEILER • Screen Play by Lee Katz and Vincent Sherman • Based on a Novel by William Byron Mowery • A First National Picture

Mat 304 — 8 inches x 3 cols. — (333 lines) — 45c



**WATCH  
CANADA'S  
"FINEST"  
SWING  
INTO  
ACTION!**

## Heart of the North

in TECHNICOLOR

Presented by WARNER BROS.  
Directed by LEWIS SEILER • Screen Play by Lee Katz and Vincent Sherman • Based on a Novel by William Byron Mowery • A First National Picture

Mat 110 — 3 1/4 inches  
(45 lines) — 15c

**"Neither Hardship  
Nor Suffering  
Nor Fear Of Death  
Shall Stay My Hand  
... Or My Heart!"**

That is the proud tradition of the men who never turn back—the Royal Canadian Mounted Police!



# Heart OF THE North


IN TECHNICOLOR

Presented by  
WARNER BROS.



Directed by LEWIS SEILER • Screen Play by Lee Katz and Vincent Sherman  
Based on a Novel by William Byron Mowery • A First National Picture

Mat 213 — 4 1/4 inches x 2 cols. (120 lines) — 30c



**Hail to the Bravest  
Men in the World  
... and to Their  
Glorious Tradition  
—Get Your Man!"**

## "Heart of the North"

Presented by WARNER BROS.

**in TECHNICOLOR**

Directed by LEWIS SEILER • Screen Play by Lee Katz and Vincent Sherman • Based on a Novel by William Byron Mowery • A First National Picture

Mat 111 — 4 inches  
(56 lines) — 15c

*Take out  
in Technicolor*  
ADD - With: DICK FORAN, GLORIA DICKSON  
GALE PAGE, PATRIC KNOWLES

Four Letters That Cast a Fearsome  
Shadow On a Million  
Miles of Wilderness—

**R.C.M.P.**

They mean *Punishment* to lawless men! They mean *Protection* to defenseless women! They mean *Get Your Man* to the whole world! For these are the initials of the scarlet-clad sentinels of the wilderness—the Royal Canadian Mounted Police!

See Canada's 'finest' swing into action in the first color-epic of the mounties—

**Heart  
OF THE  
North**

All in **TECHNICOLOR**



Presented by **WARNER BROS.** • Directed by **LEWIS SEILER** • Screen Play by Lee Katz and Vincent Sherman • Based on a Novel by William Byron Mowery • A First National Picture

Mat 302 — 7¾ inches x 3 cols. (324 lines) — 45c



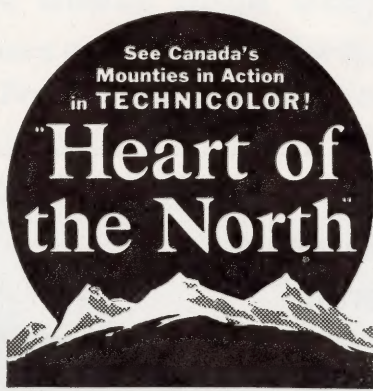
HE'LL NEVER TURN  
BACK... UNTIL HE  
GETS HIS MAN!  
And that is the reason  
the whole world hails  
the Royal Canadian  
Mounted Police!

**Heart  
of the  
North**  
in  
**TECHNICOLOR**

Directed by **LEWIS SEILER**  
Presented by **WARNER BROS.**

Screen Play by Lee Katz and Vincent Sherman  
Based on a Novel by William Byron Mowery  
A First National Picture

Mat 112 — 5¾ inches  
(80 lines) — 15c



See Canada's  
Mounties in Action  
in **TECHNICOLOR!**

**Heart of  
the North**

Presented by **WARNER BROS.**  
Directed by **LEWIS SEILER** • Screen Play by Lee Katz and Vincent Sherman • Based on a Novel by William Byron Mowery • A First National Picture

34 lines — 2¾ inches

**Heart of  
in **TECHNICOLOR**  
the North**

Presented by **WARNER BROS.**  
Directed by **LEWIS SEILER** • Screen Play by Lee Katz and Vincent Sherman • Based on a Novel by William Byron Mowery • A First National Picture

19 lines — 1½ inches

Two Ads on One Mat  
Mat 108 — 15c



**Heart  
of the  
North**

Presented by **WARNER BROS.**



No Uniform More Feared  
In Action, No Men More  
Loved In Peace... Than  
Canada's Heroic Mounties!

Directed by **LEWIS SEILER** • Screen Play by Lee Katz and Vincent Sherman • Based on a Novel by William Byron Mowery • A First National Picture

Mat 109 — 5½ inches  
(76 lines) — 15c

FOR THE FIRST TIME  
CANADA'S HEROIC  
MOUNTIES SWING  
INTO ACTION IN

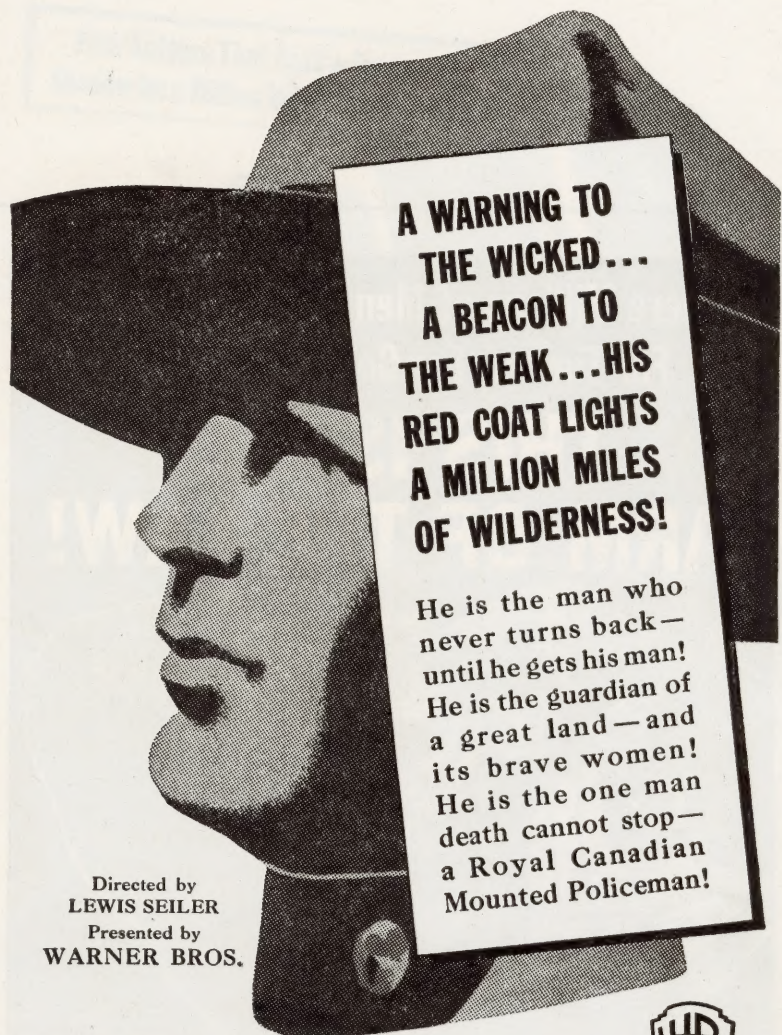


in  
**"HEART OF  
THE NORTH"**

Directed by LEWIS SEILER • Screen Play by Lee Katz and Vincent Sherman  
Based on a Novel by William Byron Mowery • A First National Picture  
Presented by WARNER BROS.



Mat 206 — 6½ inches x 2 cols. (174 lines) — 30c



A WARNING TO  
THE WICKED...  
A BEACON TO  
THE WEAK... HIS  
RED COAT LIGHTS  
A MILLION MILES  
OF WILDERNESS!

He is the man who  
never turns back—  
until he gets his man!  
He is the guardian of  
a great land—and  
its brave women!  
He is the one man  
death cannot stop—  
a Royal Canadian  
Mounted Policeman!

Directed by  
LEWIS SEILER  
Presented by  
WARNER BROS.



**"Heart of  
the North"**

**All in TECHNICOLOR**

Screen Play by Lee Katz and Vincent Sherman • Based on a Novel by  
William Byron Mowery • A First National Picture

Mat 212 — 7½ inches x 2 cols. (208 lines) — 30c



**"Heart  
OF THE  
North"**  
in TECHNICOLOR



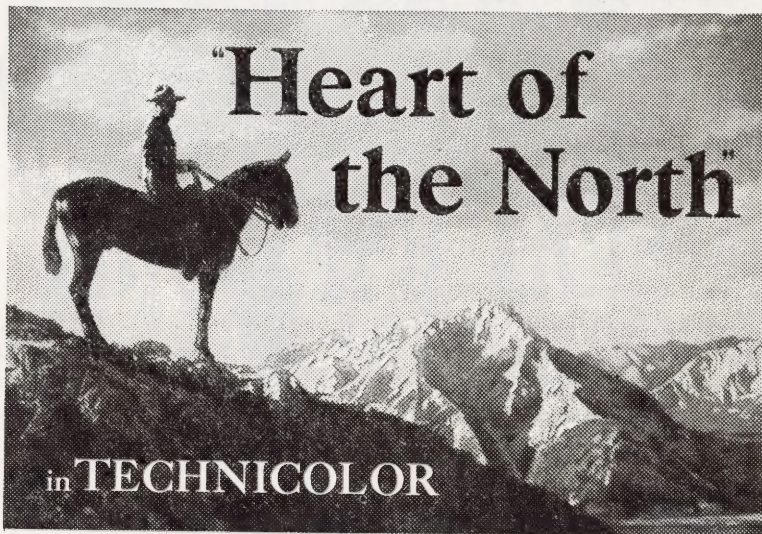
**Nature Said, "Let There Be a  
Great Land, Brave Women  
And Bold Men To Guard Them!"**

The land was Canada, millions of  
miles of lush forests and hidden  
gold. The men were those fearless  
watchdogs of the wilderness, that  
handful of red-jacketed heroes—THE  
ROYAL CANADIAN MOUNTED POLICE!



Presented by WARNER BROS. • Directed by LEWIS SEILER • Screen Play by Lee Katz  
and Vincent Sherman • Based on a Novel by William Byron Mowery • A First National Picture

Mat 209 — 5¼ inches x 2 cols. (148 lines) — 30c



**"Heart of  
the North"**

in TECHNICOLOR

Directed by LEWIS SEILER • Screen Play by Lee Katz and Vincent Sherman • Based on a Novel  
by William Byron Mowery • A First National Picture • Presented by WARNER BROS.



Mat 208 — 4¼ inches x 2 cols. (122 lines) — 30c

Where Millions of Men And Women Fight  
For Timber, For Gold, For Life . . .

**THIS IS THE  
ARM OF THE LAW!**



The first color-epic of the watchdogs of the wilderness—the men who always get their man—the Royal Canadian Mounted Police!

**Heart  
OF THE  
North**

All in **TECHNICOLOR**



Directed by LEWIS SEILER • Screen Play by Lee Katz and Vincent Sherman  
Based on a Novel by William Byron Mowery • A First National Picture  
Presented by WARNER BROS.



Mat 211 — 11½ inches x 2 cols. (324 lines) — 30c



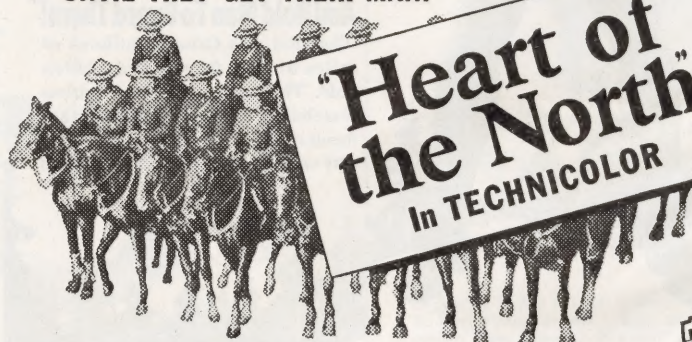
FOR THE FIRST  
TIME, CANADA'S  
HEROIC MOUNTIES  
SWING INTO  
ACTION IN

**TECHNICOLOR**  
in  
**"HEART  
OF THE  
NORTH"**

Directed by LEWIS SEILER  
Presented by WARNER BROS.  
Screen Play by Lee Katz and Vincent Sherman  
Based on a Novel by William Byron Mowery  
A First National Picture

Mat 107 — 8 inches  
(114 lines) — 15c

THESE ARE THE MEN WHO NEVER TURN BACK  
—UNTIL THEY GET THEIR MAN!




**"Heart of  
the North"**  
In **TECHNICOLOR**

Presented by WARNER BROS. • Directed by LEWIS SEILER • Screen Play by Lee Katz and Vincent Sherman • Based on a Novel by William Byron Mowery • A First National Picture



Mat 215 — 2½ inches x 2 cols. (66 lines) — 30c




**THESE ARE THE MEN  
WHO NEVER TURN BACK  
... UNTIL THEY GET  
THEIR MAN!**

"Neither hardship nor suffering nor fear of death shall stay my hand...or my heart!" That is the code of the mounties who rule the heart of the North...That is the reason the whole world hails the Royal Canadian Mounted Police!

**"Heart of the North"**

**in TECHNICOLOR**

Directed by LEWIS SEILER • Screen Play by Lee Katz and Vincent Sherman  
Based on a Novel by William Byron Mowery • A First National Picture  
Presented by WARNER BROS.



Mat 207 — 8½ inches x 2 cols. (236 lines) — 30c

**Four Letters That Cast a Fearsome  
Shadow On a Million Miles of Wilderness—**


**R.C.M.P.**

They are the initials of the scarlet-clad sentinels of the northwest—the Royal Canadian Mounted Police!

**"Heart of the North"**

**in TECHNICOLOR**

Presented by WARNER BROS. • Directed by LEWIS SEILER  
Screen Play by Lee Katz and Vincent Sherman • Based on a Novel by William Byron Mowery • A First National Picture




Mat 210 — 6 inches x 2 cols. (166 lines) — 30c

**"Heart of the North"**

The first great epic of the Royal Canadian Mounted Police... in **TECHNICOLOR**

**of the North**

Presented by WARNER BROS. • Directed by LEWIS SEILER • Screen Play by Lee Katz and Vincent Sherman • Based on a Novel by William Byron Mowery • A First National Picture



Mat 214 — 2½ inches x 2 cols. (68 lines) — 30c

**"Heart of the North"**

**in TECHNICOLOR!**

For the first time the epic story of the Royal Canadian Mounted Police is told in the living colors of the Great Northwest... told in the beat of love-torn hearts and the glory of brave rash deeds!

Directed by LEWIS SEILER • Screen Play by Lee Katz and Vincent Sherman  
Based on a Novel by William Byron Mowery • A First National Picture  
Presented by WARNER BROS.



Mat 205 — 5¼ inches x 2 cols. (150 lines) — 30c

A Thousand  
Miles Away . . . A  
Lawbreaker Trembles In Fear . . .  
A Mountie Is On His Trail!



Where towering peaks meet the sky . . .  
Where the unknown hides a thousand dangers . . .  
Where a woman's lips set a wilderness ablaze . . .  
Where a handful of men guard an entire nation . . .



For the first time, the Royal Canadian  
Mounted Police swing into action  
In **TECHNICOLOR**

There is the  
**"Heart of the North"**

Directed by  
LEWIS SEILER

Presented by  
WARNER BROS.



Screen Play by Lee Katz and Vincent Sherman • Based on a Novel by William Byron Mowery  
A First National Picture



Mat 303 — 7¾ inches x 3 cols. (321 lines) — 45c

THIS AD ALSO IN FOUR-COLUMN SIZE

Order mat 401 — 10 inches x 4 cols. (568 lines) — 60c

**The VITAPHONE TRAILER — IN TECHNICOLOR — Sells This Show BIG!**

**Vitaphone Shorts**

PING PONG EXHIBITION — by the national champions of this sport so popular as an indoor pas-time. "Table Manners"— 4903 — Vitaphone Varieties — 10 mins.

"PORKY IN EGYPT"— has some strange adventures with an eccentric camel in the land of the Sphinx. 4803 — Looney Tunes — 7 mins.

MUSICAL COMEDY — starring Cross and Dunn, Broadway's singing clowns, in a fast moving revue of songs and gags. "Cleaning Up." 4014 — Broadway Brevities — 20 mins.

"VAUDEVILLE INTERLUDE" — Bert and Bettie, song and dance stars, the Gaudsmith Bros. and their dog act, and the Harmonica Rascals. 4903 — Vitaphone Varieties — 10 mins.

"MUSIC WITH A SMILE" in the Happy Felton style — sounds the keynote of this smooth playing outfit. 4705 — Melody Masters — 10 mins.

"DAFFY DUCK IN HOLLYWOOD"— has wonderful adventures among the stars of the movie world. 4506 — Merrie Melodies — 7 mins.

**Official Billing**

WARNER BROS. 40%

Pictures, Inc. Presents 5%

**HEART OF THE NORTH** 100%

In Technicolor 25%

Directed by Lewis Seiler 15%

Screen Play by Lee Katz and Vincent Sherman 3%

Based on a Novel by William Byron Mowery 2%

A First National Picture 3%



(Lead)

# 'Heart Of The North' Thrilling Tale Of Royal Canadian Mounted Police

## Technicolor Film Will Open Friday At Strand Theatre

High adventure along one of the world's last frontiers is thrillingly depicted in "Heart of the North," the Warner Bros. picturization in Technicolor of a tale of the Royal Canadian Mounted Police which comes to the Strand Theatre next Friday.

Authentic in every detail, the picture "debunks" many a widespread misconception of the operations and daily existence of the Canadian "Mounties," but the actuality, as vividly portrayed in "Heart of the North," turns out to be even more thrilling and certainly more interesting than the popular delusions.

This Technicolor production was done on the same large scale as all of the previous Warner Bros. color pictures and it has a cast so liberally sprinkled with outstanding names that anyone of at least half a dozen players could with equal justice be called the star of the troupe.

The hero is Dick Foran, big, red-headed star who is most effective in outdoor pictures, and there are three girls who could each be nominated as heroine. They are Gloria Dickson, Gale Page, and little Janet Chapman, six-year-old starlet who recently captured the hearts of a host of fans in "Broadway Musketeers."

Other important roles are filled by Allen Jenkins, Patric Knowles, James Stephenson, Anthony Averill, Joe Sawyer, Joseph King, Russell Simpson, and a canine actor who is a cinch to steal some of the scenes in which he appears. He is a huge police dog, called "Rex" in this picture, but in reality the famous "Lightning" who was starred in "White Fang" and other films.

The country in which the story is laid is that wild stretch which borders the Mackenzie River in the far northwest of Canada just below the Arctic Circle. And the impressive outdoor scenes of the production show this scarcely popu-



*Mat 202-300*  
**DICK FORAN AND GLORIA DICKSON** head the cast of "Heart of the North" Warner Bros. Technicolor epic of the adventures of the Canadian Mounties, coming to the Strand on Friday.

lated outpost of civilization in Technicolor for the first time.

Based upon a novel by William Byron Mowery, the picture plot devised by Scenarists Lee Katz and Vincent Sherman revolves about the hold-up of the Arctic Queen, a little steamship loaded with trappers' priceless furs and with miners' gold. There's a three-cornered romance, too, with Foran

torn between the charms of Gale Page, city girl visiting in the Great Northwest, and Gloria Dickson, a true daughter of the North. The picture builds to an absorbing climax, packed with thrills.

The production was directed by Lewis Seiler and the beautiful photography was the joint achievement of L. Wm. O'Connell and Wilfrid M. Cline.

## Dick Foran Heads Big Cast In 'Heart Of The North'

An inspired piece of casting placed Dick Foran, big, red-headed outdoor actor at the head of the cast of the Technicolor special "Heart of the North," which comes to the Strand Theatre on Friday. Of all the screen's current heroes, Foran seems to be the one best suited to playing a Royal Canadian "mountie" in this thrilling epic of the Great Northwest. His fellow "mounties" include Allen Jenkins, Patric Knowles, James Stephenson, and many others, while the villain roles are capably filled by Joseph King, Anthony Averill and Joe Sawyer. Feminine interest is plentifully supplied by Gloria Dickson, Gale Page and six-year-old Janet Chapman.

While the picture is set in the Canadian Northwest, it is definitely not a "Western" picture. For this Foran is profoundly grateful. Not that he objects to "Westerns"—they're his favorite film fare—but he's anxious to play straight dramatic roles.

The reputation of having been a cowboy star in pictures is a hard one to shake. Especially a singing cowboy star.

Pasts of torrid, not to say lurid, nature have been forgotten and forgiven. But not that. Ah, not that!

At least, that's the way it seems to Dick Foran. Dick quit making "Westerns" about a year ago. Since that time he has had a wide variety of fine acting parts in all sorts of pictures.

The nearest he came to playing

a "Western" star during that period was portraying the comedy cowboy star in "Boy Meets Girl." He lost Bette Davis to Errol Flynn in "The Sisters." He won Gale Page in "Four Daughters." Almost as soon as he entered pictures, he lost Bette Davis to Leslie Howard, then won her back again. That was in "Petriefied Forest."

Since that time he has played in a total of ten singing cowboy pictures. He has made three times ten other pictures. Yet he is still referred to as "the cowboy star"!

Foran played comedy in "Boy Meets Girl," played tragedy in "Black Legion." For a young man who came into pictures with no acting experience other than college play leads, he has had quite a variety of parts. But they can't blot out from fans' memory the fact that he was for a time a hard-riding, fist-swinging, six-gun-shootin', singing cowboy star.

Born 28 years ago at Flemington, N. J., of a non-professional family, Foran made quite a splash at Princeton as a scholar as well as all-around athlete. He played "Varsity" football, baseball, lacrosse and ice hockey, while majoring in geology. During vacation seasons he shipped on South American freighters with an A.B. rating, and on matriculation got a job with the Pennsylvania Railroad as special investigator. An ambition to sing in opera led to his radio warbling and acting career in Hollywood.

## DARING AIR FEATS IN OUTDOOR DRAMA

Something new in stunt-piloting for motion pictures was demonstrated by "Ace" Bragunier for the flying sequences in Warner Bros.' big Technicolor special "Heart of the North" opening at the Strand Theatre on Friday. He successfully "set down" a 1928 flying boat on three small, high-mountain lakes behind towering San Gorgonio Peak in Southern California — and then took off again, not once but several times. On one lake he chased and smashed a canoe, and as a finale brought the plane down in flames on one of the tiny bodies of water.

The scenes represented close shots of action first filmed on the Mackenzie River in Canada. In the plane in various scenes with Bragunier were actors Dick Foran and Allen Jenkins, the latter being the stunt pilot of the picture. They represented Royal Canadian Mounted Police.

The plane burned on Cedar Lake. Equipped with special automatic extinguishers, it was salvaged in part after the scene but could not be flown out. Trucks conveyed the body, wings and pontoons separately down miles of dirt, control road and steep "hairpin" turns to Big Bear Lake, over 2000 feet below. Altitudes of the other lakes, which were canyon streams dammed for fire and flood protection, were 8200 and 8700 feet. They are approached only by ranger trails but the U. S. Government is surveying roads to make them available for military purposes, linking the lakes as flying boat landing spots.

## 'MOUNTIES' AREN'T MOUNTED ANYMORE

They're still called the Canadian Northwest Mounted Police, but they're no longer mounted.

That fact developed in the course of technical research Warner Bros. conducted for the filming of the first authentic and modern "Mountie" drama, the Technicolor production "Heart of the North," which opens Friday at the Strand Theatre.

The discovery separated Dick Foran, for the first time in an outdoor picture, from his horse. Of course Dick originally made his big screen hit in "Petriefied Forest," and has filmed many "indoor" dramas since, right down to and including the newest Bette Davis picture, "The Sisters." But as a singing, hard-riding, two-fisted cowboy the big red-head, a former college athlete, first reached actual stardom.

It seems the "Mounties" today use canoes with outboard motors part of the time, cover a great deal of snow country and swamp by plane, and even have some motorized dogsleds — but do practically none of their work on horseback any more. The horse passed out of this service quicker than almost any other, because horses can't stand cold and are inefficient in deep swamp, deep snow and rugged mountain work.

As a consequence, Foran in the modern "mountie" story speeds to the rescue of heroines Gale Page, Gloria Dickson and tiny five-year-old Janet Chapman by canoe and airplane.

## Boys Will Be Boys

Dick Foran and Anthony Averill invented a new version of snow-balling when hail descended one summer day on the Warner Bros. company filming "Heart of the North" near Big Bear Lake in Southern California. They made slingshots of willow crotches and an old inner tube, and stung everybody within range with hailstones, some as big as marbles. "Heart of the North," which is in Technicolor, opens at the Strand Theatre next Friday.

### Cast of Characters

Sgt. Alan Baker.....	DICK FORAN	Mac Drummond.....	JOSEPH KING
Joyce MacMillan.....	GLORIA DICKSON	Dave MacMillan.....	RUSSELL SIMPSON
Elizabeth Spaulding.....	GALE PAGE	Larry Young.....	ARTHUR GARDNER
Corpl. Bill Hardsock.....	ALLEN JENKINS	Tom Ryan.....	GARRY OWEN
Corpl. Jim Montgomery.....	PATRIC KNOWLES	Father Claverly.....	PEDRO DE CORDOBA
Judy Montgomery.....	JANET CHAPMAN	Lunnon Dick.....	ALEC HARFORD
Inspector Stephen Gore.....	JAMES STEPHENSON	Captain Ashmun.....	ROBERT HOMANS
Whipple.....	ANTHONY AVERILL	Burgoon.....	ANDERSON LAWLER
Red Crocker.....	JOE SAWYER	Pedsault.....	BRUCE CARUTHERS

### Production Staff

Directed by.....LEWIS SEILER  
Screen Play by.....LEE KATZ and  
VINCENT SHERMAN  
Based on a Novel by.....  
WILLIAM BYRON MOWERY  
Dialogue Director.....FRANK BECKWITH  
Photography by.....L. WM. O'CONNELL, A.S.C.  
Film Editor.....LOUIS HESSE  
Technicolor Photography by.....  
WILFRID M. CLINE, A.S.C.

#### For the Technicolor Company

Color Director.....NATALIE KALMUS  
Associate.....MORGAN PADELDFORD  
Sound by.....STANLEY JONES  
Art Director.....TED SMITH  
Technical Advisor.....BRUCE CARUTHERS  
Gowns by.....MILO ANDERSON  
Music by.....ADOLPH DEUTSCH  
Musical Director.....LEO F. FORBSTEIN  
Makeup Artist.....PERC WESTMORE

### Technicolor Film Coming

"Heart of the North," Warner Bros.' thrilling action drama dealing with adventures of the Royal Canadian "Mounties," which opens at the Strand Theatre on Friday, is filmed entirely in Technicolor. Heading the cast are Dick Foran, Gloria Dickson, Gale Page, Janet Chapman, Allen Jenkins, Patric Knowles and many others.

## Royal Canadian 'Mounties' Heroes of Technicolor Epic

There's no such organization as the Canadian Northwest Mounted Police. Nor the Northwest Mounted Police.

They exist only in fiction. That famous force of red-coats who preserve law and order on sea, land and river over vast sections of Canada is the Royal Canadian Mounted Police.

And, most of the time, the "Redcoats" don't wear red! They wear a brown forage tunic, heavy blue pants with gold side stripes, and a standard type of high boot, all topped off by the characteristic flat-brimmed Stetson (or in winter a fur hood).

These are a few of the facts that will become particularly apparent in Warner Bros.' "Heart of the North," which opens Friday at the Strand Theatre, because this film is not only Technicolor throughout but strictly authentic.

That term "Northwest Mounted Police" was given the parent organization of the present big and efficient force over 100 years ago, when first one little band of them and then another went into the Northwest Territories to bring law and order, and help cope with a growing Indian problem. Before that time the Hudson's Bay Company's employees had policed the area.

Later the force became known as the Canadian Northwest Mounted Police, then the Royal Northwest Mounted Police, and finally

the Royal Canadian Mounted Police.

A modern "Mountie" gets quite irked if you persist — as do most of the more careless fiction writers, comic strip artists and so on — in using "Northwest." They're proud of the fact that all Canada is their territory now, and the coastal waters on each side. A large percent of the personnel is now afloat instead of a-horseback, and their ships patrol even the Arctic shores and rivers. About ten per cent remains "mounted," in the sense that they can use horses in their duties. Even fewer of the Mounties do much mounted patrol riding. A greater number travel the airways.

"Heart of the North" deals with these modern Royal Canadian Mounted Police — the sort who use airplanes. However, the territory covered is at or near a far-north fort on the Mackenzie River, with hunters, trappers, miners; the hold-up of a Mackenzie stern-wheeler, a murder and a pursuit; in general the whole list of problems of this modern frontier and its guardians of law, order and justice.

In top roles are Gale Page, Gloria Dickson, Dick Foran, Janet Chapman (child starlet), Patric Knowles, James Stephenson, Allen Jenkins and Anthony Averill. Natural scenery locations figure heavily in the picture for the stress throughout is on realism.

### To End All Fish Stories

Allen Jenkins, Arthur Gardner, Gale Page and Gloria Dickson, all of the troupe which filmed "Heart of the North," the Warner Bros. Technicolor picture opening Friday at the Strand Theatre, staged a fishing party one Sunday morning while the troupe was on location at Big Bear Lake, Calif. They got sun-burn and one tiny troutlet, which was tossed back. So that night, at dinner, "fishing expert" Jenkins was served a tiny sardine on a huge, parsley-garnished platter by a waitress who got her orders from Gardner and the Misses Page and Dickson.

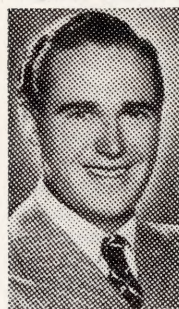


Mat 104-15c  
Dick Foran

## PATRIC KNOWLES IS 'DADDY' TYPE

Youthful Patric Knowles, who is given to playing Errol Flynn's younger brother and such in pictures, has become a cinema father. And his child is a five-year-old, at that!

He thinks perhaps this inspired bit of casting was the result of his becoming a father in real life, just a few days before it was decided he'd play father to little Janet Chapman in "Heart of the North," the Warner Bros. Technicolor drama opening next Friday at the Strand Theatre.



Mat 103-15c  
Patric Knowles

Michael Patric Knowles was born May 11, 1938.

"A few days later I heard the first rumors that I was to be the Royal Canadian Mounted Policeman who was little Janet's father," Knowles remarked.

"I welcomed the idea, because I think the tradition of choosing grey-beard or at least paunchy, middle-aged fathers for tots in pictures isn't realistic."

Knowles is twenty-six. When Janet was born he was twenty-one, which, he points out, is old enough to be a father.

The young actor was born in England of Irish-English parentage. An apprentice typesetter in his father's publishing house, he ran away, went on the stage, and married the beautiful young stage actress who so recently bore him a son. When Pat scored a hit and got a film contract, his wife gave up her career.

## DOG HERO GUARDS JANET CHAPMAN IN 'HEART OF NORTH'

Janet Chapman, Warner Bros.' tiny five-year-old starlet, had a bodyguard during the filming of "Heart of the North," the Technicolor drama about the Royal Canadian Mounted Police which opens Friday at the Strand Theatre.

He was "Rex" giant German shepherd dog, who appears with



Mat 105-15c

**GOOD COMPANIONS** — Tiny starlet Janet Chapman and her faithful pal, in "Heart of the North," coming to the Strand.

her in the picture. "Rex" won the job one day on location by pulling her from the water in Big Bear Lake in Southern California when Janet got beyond her depth — of 41 inches! — and no one around her but the dog noticed she was in trouble.

The dog's owner and trainer, Earle Johnson, promoted this off-stage relationship between the tot and his canine star, not so much for Janet's sake as to facilitate the animal's work in the picture. In the picture he is her companion and bodyguard, too, and for best results the relationship was carried on in private life.

Once on the shore of the lake the dog leaped ahead of the tot as she started walking up a path, and would not let her pass. Growling, he advanced cautiously ahead of her, leaped, and caught a water-snake by the neck. The snake was harmless but might not have been.

## 'TEMPERAMENT IS OUT' says GLORIA DICKSON

Gloria Dickson, blonde bombshell of Warner Bros. dramatic actresses, is willing to sign a contract guaranteeing that she will never become "temperamental."

"Temperament is the bunk," said Gloria pithily one day on the set of "Heart of the North," the Warner Bros. picture in Technicolor coming to the Strand.

Off-stage Gloria clowns a great deal, and fraternizes with the technical and labor crews on her pictures. One day on location in the San Bernardino mountains for "Heart of the North" she was practicing comedy methods of walking. Pigeon-toed, club-footed, knock-kneed, bow-legged — until Dick Foran, Gale Page, Patric Knowles, Anthony Averill, and others sitting around were howling with mirth.

Attracted by the din, Director Lewis Seiler came over to investigate. "Say, stop that!" he cried. "You're supposed to be working up for your crying scene."

Gloria made a face at him. "That's just what I'm doing!" she said. "The more they laugh the sadder I'm feeling."

That was merely a quip, of course — but when she went into a scene with tiny, five-year-old Janet Chapman and Ace, a giant police dog, she turned off the comedy like a light. Her face became a tragic mask. Tears welled up, ran down her cheeks.

"I don't know why I should do it, though," chuckled Gloria a few minutes later, when the scene had been finished. "Nobody could



Mat 204-30c

**GLORIA DICKSON** — glamorous blonde star who plays opposite Dick Foran in the Technicolor production "Heart of the North" which is coming to the Strand Theatre on Friday.

steal a scene from that child and the dog. I bet that's a scene in which my fans never notice me."

There's not an ounce of affectation about her. Affectation, thinks Gloria, is cheating — one's self.

"We were taught that in the Federal Theatres," she said. "To me, it sounds logical. Acting may

## Gale Page Called Typical Brand of American Heroine

Hearing someone boast that he's 100 per cent American, Gale Page of screen and radio fame and now playing in "Heart of the North" at the Strand, will shake her head sadly.

"I'm only about a 10 per cent American," she'll declare.

That's her gentle jibe at professional patriots. Her "about 10 per cent" is, of course, American Indian. One of the pioneer men in Gale's family tree married the daughter of an Indian chief, and got not only a beautiful wife but immunity from redskin raids as a result.

Up in Spokane, Washington, where Gale was born Sally Rutter, she was best known for quite a while as the niece of Miles Poin-dexter, former U. S. Senator and former Ambassador to Peru. As soon as she finished private school in California, however, she went to Chicago to see about making a name for herself. After a month of vain trying, she paid her final dime to a taxi driver for one more visit to NBC headquarters.

Fortune promptly smiled. Gale landed as an actress in such radio offerings as "Fibber McGee and Molly," "Today's Children," and Roy Shield's Revue. Then the motion picture scouts trailed down the girl with that fascinating con-

tralto voice and highly dramatic line-reading ability.

They saw a five-foot-five, slender, dark-haired girl with eyes which a touch of "10 per cent American" in one's ancestry can bestow on people whose skin is white. Of four contracts waved at her, she signed the first — that offered by Warner Bros.

She recently completed her fourth leading role for Warner Bros. in "Heart of the North," the studio's biggest Technicolor special since "The Adventures of Robin Hood." Her first picture was "Crime School," and she recently won a good deal of public acclaim for her work in "Four Daughters."

Her very fine acting isn't the sole reason why the studio officials smile so contentedly when Gale Page's name is mentioned. She's what they visualize as the future wholesome, clean-cut film heroine, the new "type" which is fast supplanting the more exotic ones.



Mat 101-15c  
Gale Page

### Presto-Chango Artist

Joseph King is an actor who can go from Jekyll to Hyde without the drug Stevenson's hero-villain compounded. Nor does he need the services of the studio makeup man.

Joe does it with facial muscles.

He can hold his face up, or let it go. When he lets it drop — ker-plump! — it falls into lines expressing villainy. When it's up, so to speak, he's a rosy-cheeked, middle-aged, cherubic sort of fellow, big, husky, hearty. Then he plays beneficent characters — honest police officers and judges, army colonels and such.

Currently, he's using the villain side in the Warner Bros. Technicolor drama, "Heart of the North," coming to the Strand.

## 'TOUGH GUY' LABEL IS JENKINS' AIM

Allen Jenkins, one of the screen's better comedians, is also one of its Peck's bad boys.

For example, he finds it easy to get into a fight. He usually loses, for he picks opponents bigger and tougher-looking than himself.

But most of Allen's mischief is of the bean-shooter, tack-on-chair brand, and actually he's quite an upright citizen. For which compliment he'll probably try to sock the writer. It's the toughest stuff he wants to be complimented about.

His latest picture role is that of a hard-bitten but comical corporal in the Royal Canadian Mounted Police, in the Warner Bros. Technicolor film, "Heart of the North," coming to the Strand Theatre next Friday, which was filmed almost entirely on mountain, forest and river locations.

Like most actors, Allen thinks he should have been something else. He claims he is happiest when in some smallish town, where people know him well and accept him as a "citizen." He says he'd like to go to Morro Bay, Calif., one of his favorite stamping grounds, settle down and be a "gentleman on an estate." But that, he hastens to explain, is only a figure of speech.

"Me, a gentleman?" he says.

His background would be a secret if hard-boiled Jenkins had his way. Of theatrical parentage, he's a cultured product of the American Academy of Dramatic Art of his native New York City.



Mat 102-15c  
Allen Jenkins

### It's "Dead-Eye" Dick

Dick Foran broke the bank of the Big Bear Valley (Calif.) shooting gallery and made it stop giving out prizes — when he held forth at the shooting counter. He fired eighteen magazines without a miss, winning twelve prizes. Foran was on location with the company filming the Warner Bros. Technicolor special "Heart of the North," which opens Friday at the Strand Theatre.

EXCITING TALE OF NOTED "MOUNTIES" OPENS AT STRAND

"Heart of the North," the Warner Bros. production in Technicolor which opens at the Strand Theatre today, is a thrill-packed and completely authentic tale of that famous law enforcement body of the Canadian northwest, the Royal Canadian Mounted Police.

Produced on the lavish scale characteristic of all Warner Bros. Technicolor specials, the picture has all the elements required by a first-rate outdoor film — adventure, action, suspense, the beauty and interest of unfamiliar landscapes, and a large cast of popular players.

Heading the list are such well-liked performers as Dick Foran, Gloria Dickson, Gale Page, Janet



Mat 106—15c

**GLORIA DICKSON** — plays the feminine lead in "Heart of the North" the Technicolor drama opening at the Strand today.

Chapman, Allen Jenkins, Patric Knowles and James Stephenson, and the chief character roles are in the capable hands of actors like Russell Simpson, Joe Sawyer, Joseph King, Anthony Averill and Arthur Gardner.

The first thrilling episode in the story is the holding up by a band of outlaws of a little river steamer that is carrying priceless furs and miners' gold from the trading post to civilization.

From then on the story details the clever identification by Foran, an officer of the "Mounties," of the "master mind" behind the hold-up.

Interwoven is a love theme whose interest is heightened by the fact that one of the girls, Gale Page, represents to Foran the lures of civilization and sophistication, while the other, Gloria Dickson, represents all of the appeal of the untamed wilderness.

The screen play, based on a novel by William Byron Mowery, was written by Lee Katz and Vincent Sherman, and the production was directed by Lewis Seiler.

Make Perfect Contrast

Gale Page and Gloria Dickson are as different looking as two girls can possibly be, according to the Warner Bros. casting office, which tested dozens of girls for the two leading parts in "Heart of the North," which opens at the Strand Theatre today. The picture is in Technicolor and the studio wanted to see the effect of a striking brunette playing opposite a stunning blonde.

Scarlet Rides Again!

Patric Knowles, who played Will Scarlet in the "Adventures of Robin Hood," had to take quite a ribbing on account of the brilliant red Royal Canadian Mounted Policeman's coat he wore while working in "Heart of the North," the Warner Bros. Technicolor production at the Strand.

Every time Knowles appeared on the set he was greeted by a chorus of: "Will Scarlet of Sherwood rides again!"

'Heart Of The North' Filmed In Color Has Outdoor Action, Thrills, Romance

(Review)

**STORY SYNOPSIS:** (not for publication). The Arctic Queen has just set sail from Fort Endurance, far northern trading post, loaded with a cargo of gold and furs, when it is held up by bandits. The Royal Canadian Mounties go to work, but there's conflict when Baker (Dick Foran) clashes with his superior (James Stephenson) who wants to arrest the father of the girl Baker is in love with. Baker is dismissed from the service, but is later reinstated with honors as he saves an innocent man from lynching and captures the real villain. Baker's love troubles are settled, too, when his civilization-loving fiancée gives him up, so that he can marry the girl he really loves.

Outdoor action, thrills and suspense are the keystones of the Warner Bros. Technicolor special "Heart of the North," which opened yesterday at the Strand Theatre. It is a full bodied picture, combining all the elements that make for superb entertainment.

It has adventure, it has romance, it has thrills, it has humor, and it pictures with a loveliness the Technicolor camera has never surpassed the wild and little known country in which its action is laid.

Added to all these requirements of the ideal outdoors picture, "Heart of the North" acquires a special interest because of the evident authenticity with which the daily existence and the work of the famous red-coated policemen of the Canadian woods are depicted.

Dick Foran was released from the confining influence of the interior sets that have hedged him about in most of his recent pictures and he was turned loose in the great outdoors that seems to do something for the appeal of this charming, big, red-headed fellow. It's true enough that he doesn't sit astride a horse — the so-called "Mounties" scarcely ever use horses any more — in a



Mat 203—30c

**MOUNTIE MEETS MOUNTIE** — Patric Knowles (left) and tiny Janet Chapman are greeted by Gale Page and Dick Foran in this scene from the thrilling Technicolor adventure picture "Heart of the North" which opened at the Strand Theatre yesterday.

single scene of the picture, but otherwise he is given every opportunity to display that credibility as a genuine man of action which made him so popular as a hero of western pictures.

Gloria Dickson and Gale Page vie so evenly for feminine honors that it is likely the individual spectator will be influenced in deciding which is the better actress only by his preference between blondes and brunettes.

Janet Chapman, six-year old starlet, who displayed so much talent in her first two pictures gives the older actresses a run for their money. And she, in turn, gets tough competition from a beautiful and marvelously trained police dog called "Rex" in the story but actually that same "Lightning" who was the star of "White Fang" and other films.

Laid in country that is one of

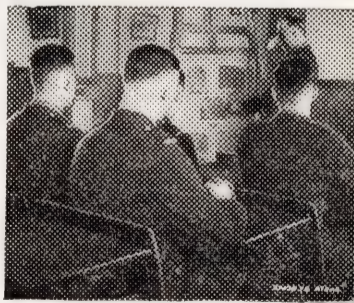
the world's last frontiers — the thinly populated Mackenzie River region just below the Arctic Circle — the story revolves about the successful efforts of Foran, as an officer of the "Mounties," to track down and capture the leaders of a band of outlaws which has held up a little river steamer carrying expensive furs and many pounds of newly-mined gold to the outside world from a frontier trading post.

It is fact-moving, thrilling stuff, which doesn't lose its pace for a moment even though an engrossing love story is interwoven into the web of exciting incidents.

Much credit can be shared for presenting a plot of swiftly mounting climaxes between the director, Lewis Seiler, and the scenarists, Lee Katz and Vincent Sherman, who based their screen play on a novel by William Byron Mowery.

The Making of A MOUNTIE

Some of the steps in the training of the Royal Canadian Mounted Police, whose adventures are told in Warner Bros. Technicolor production "Heart of the North," now showing at the Strand Theatre.



(Top right) Expert marksmanship is developed in daily target practice.

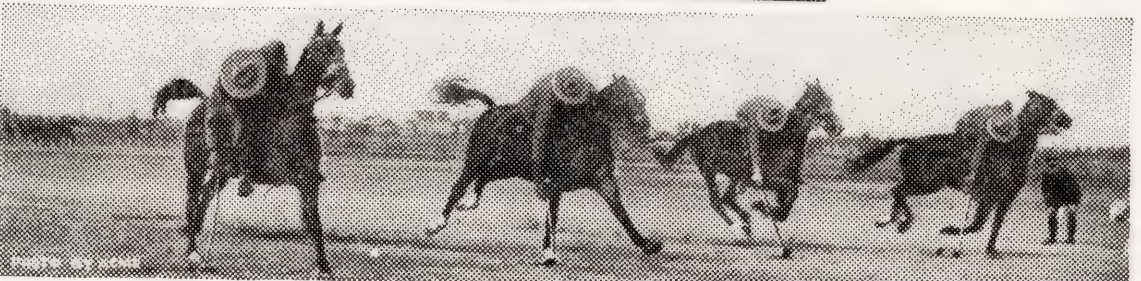
(Above) Mounties go to school, learn forestry.

(Below) Mounties participate in gymkhana.



(Above) Wrestling matches help to develop sturdy muscles.

(Left) Dick Foran, receives his commission as a "mountie," in "Heart of the North."



(Mat 301-B—45c. Order from Campaign Plan Editor)

JANET CHAPMAN HOLLYWOOD'S NEW CINDERELLA GIRL

If there were tear-meters in the nation's theatres, the prize for making people cry would undoubtedly go to little Janet Chapman, on the six-year-old's record in her first picture.

She recently completed her third and it's playing now at the Strand Theatre — the Warner Bros. Technicolor production, "Heart of the North." But letters keep piling in from many sources marveling at the "tear-jerking" prowess of the tiny actress as she was seen in "Little Miss Thoroughbred" and "Broadway Musketeers."

The magic wand has touched this diminutive Cinderella. She's now having more fun, and her family is enjoying a greater prosperity and security than ever before in her brief lifetime. Born when the banks were closing in dark 1932, she grew old enough to sense tragic things when in the recession year blows fell at once: her father was without work and a serious illness placed her mother in a hospital.

An aunt with whom Janet was living entered her in a singing contest sponsored by a newspaper. She won it, and accidentally attracted the attention of a noted drama coach, Robert W. Major, who had coached Jane Withers, and many adult stars. He undertook her training, gratis—sensing in the child, he declares, "an intelligence and intent histrionic talent unique in my experience."

He succeeded in having her tested for a "bit" role in "Little Miss Thoroughbred", but her natural, wistful charm registered so strongly on the screen that she was given a leading role instead.

Subbed For Film Star

Blonde Mrs. Dick Foran, visiting her husband on the Warner Bros. location for the Technicolor special, "Heart of the North," now showing at the Strand Theatre, was caught by autograph seekers, along with Foran and brunette Gale Page. It was only some time later that the others learned Mrs. Foran had signed "Gloria Dickson."

Gloria, leading lady of the picture, wasn't present and, as Mrs. Foran remarked, it was her signature they were after.

Grateful For His "Aid"

Allen Jenkins has received an honorary badge from the American Legion boys of the Chicago Police force in honor of his trip back to Chicago with "the boys" after their visit to Hollywood. The note with the badge reads: "— in recognition for seeing us safely home." Allen's latest Warner Bros. picture, "Heart of the North," is at the Strand.

Her Charms Are Coins

Gale Page has a new idea in charm bracelets. Hers is a coin collection—silver coins of about the quarter-dollar size from every country that makes a distinctive coin of this nature. Gale's latest Warner Bros. picture, "Heart of the North," is at the Strand.

Girls Of A Feather

Girls of a feather are Gloria Dickson and Gale Page. While on location for "Heart of the North," the Warner Bros. Technicolor production playing at the Strand Theatre, they met an Indian woman who does magnificent handiwork with the plumage of birds. Gloria ordered a collar and cuff set of coq feathers dyed peacock blue while Gale purchased a turkey red feather belt.

## Get Police Cooperation

*These suggestions are designed to play up the Royal Canadian Mounted Police angle. Look them over and adapt to your own locality.*

**MOUNTIE STANDS GUARD:** Need we remind you that your doorman would attract plenty attention dressed in typical mountie regalia — stiff-brimmed hat, boots, blue gold-striped trousers and scarlet tunic. And of course a mountie on horse, with banner plugging show, will get them looking.

**“ALWAYS GET THEIR MAN”:** Local police sponsor exhibit of “how they got their man.” No blood and thunder stuff but rather scientific — radio, finger-printing etc.

**LOCAL MOUNTED POLICE:** Invite local police to a special showing. Get them to parade to theatre with police cars, motorcycles and other modern equipment of the mounted police of America.

**LECTURE BY EX-MOUNTIE:** School heads will gladly permit talks on maintenance of law.

**LAW AND ORDER WEEK:** Cooperation with local police department is idea behind this stunt. Point out the loyalty of Canadians to their famed mounties. Invite heads of R.C.M.P. to visit local police heads for exchange of ideas and furtherance of good neighbor policy.

**POLICE BENEFIT:** Conduct special show for local police organization. They help publicize and sell tickets. Paper runs daily stories on local police heroes, and R.C.M.P. heroes.

**UNIFORM DISPLAY:** Attractive display of the uniforms worn by the various branches of the service may be arranged in the lobby. Copy: “No uniform more feared in action, no men more loved in peace . . . than Canada’s heroic mounties!”

## Go To School With Ideas

*Background of “Heart of the North” suggests a number of easy-to-work school tie-ups. Tell the students about your show in this manner:*

**GEOGRAPHY CLASSES:** Suggest that they conduct a map-drawing project. Prizes are awarded the best detail map of the Canadian Northwest in color — showing mountains, rivers, lakes and unsettled country.

**ART CLASSES:** Invite students to enter poster contest. Most original layout and drawing could be used for special school campaign. Class works from stills and suggestions which you supply.

**HISTORY CLASSES:** Conduct an essay contest based on the importance of the R.C.M.P. to Canadian History, their traditions and background, etc.

**CIVIC CLASSES:** Students might compare the organizational set-up of the R.C.M.P. to our own police forces. Local police will supply facts; perhaps provide speakers.

**SAFETY DEPARTMENT:** Junior traffic officers vie for prizes in essay contest. Topic might concern methods used by Royal Canadian Mounted Police to maintain law and order in over a million square miles.

**ATHLETIC DEPARTMENT:** Arrange with physical ed. classes for contest to pick most likely candidate for membership in the Royal Canadian Mounted Police. Entries must pass the physical requirements necessary to join the force.

**ENGLISH CLASSES:** Best review of the film by member of class is published in school paper and writer awarded guest tickets to coming attraction.

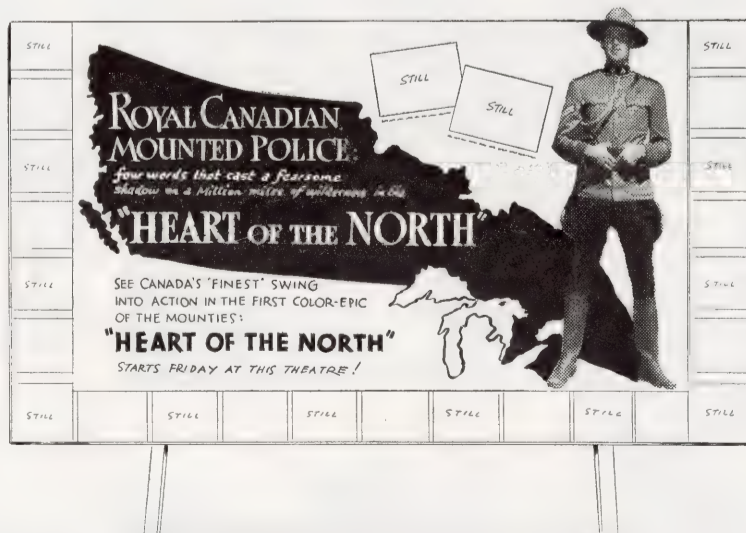
## 3 Contests

Gloria Dickson, a blonde, and Gale Page, a brunette, vie for the love of Dick Foran in “Heart of the North.” Your cue to put these suggestions to work:

Beauty contest for prettiest blonde and brunette in town.

Blonde-Brunette Athletic Contest in conjunction with school athletic organization.

Poll for men on “Do Gentlemen Prefer Blondes or Brunettes?” Ballot box in lobby.



**DRAMATIZE TITLE:** Play up the thrilling action scenes with liberal use of color-glos stills. Display board shown above will attract plenty attention in lobby or window.

## Cover Mags

Stories concerning the Royal Canadian Mounted Police have long been rated most popular among adventure story fans. Arrange with local magazine dealer to distribute heralds; tag labels on the covers of current adventure story magazines. Spot banners on delivery trucks and tack cards on the newsstands. Copy: “For thrilling adventure along one of the world’s last frontiers see ‘Heart of the North’ at the Strand Theatre Friday.”

# AS FOR YOUR ACTION

## Calling All Canadians!

Canadian societies and organizations composed of former natives and residents of Canada offer first-hand contact for boosting "Heart of the North." Here are a few ideas on how to cooperate with such organizations:

**CANADIAN NIGHT:** Urge local Canadian organizations and societies to attend show in a body. Rope off special section of seats for them. Marquee and lobby is decorated with Canadian flags, which local Canadian society furnishes. Where the Canadian group is large and well-organized they might be willing to provide band and stage a parade to the theatre.

**LOCAL FEATURE:** All residents who originally came from Canada should be contacted by letter. Through newspaper you might be able to find a former member of the R.C.M.P. If so, be sure to arrange local interviews.

**CANADIAN FLAGS:** If you can get permission from local authorities arrange to have Canadian flag, along with banners plugging film, displayed in prominent spots around town.

**"GOOD NEIGHBOR WEEK":** Promoted by theatre and local civic bodies, this could be a city-wide promotion especially for towns near the Canadian border. Chamber of Commerce might get reciprocal publicity from Canadian cities.

**GOODWILL PROGRAM:** Air show promoted with local station features talks on the history and traditions of the Royal Canadian Mounted Police. Canadian songs and entertainers round out the broadcast which includes plug for your show.

**Tie Up With "King of Royal Mounted" Cartoon Strip — on Daily and Sunday Comic Pages**

## Point North

Spot arrows around town in strategic locations. They point to your theatre and copy reads: "Follow the crowds to the 'Heart of the North' at the Strand Theatre."

## Page Praised

Gale Page received high praise from movie critics all over the country for her performance in "Four Daughters." Use quotes as part of lobby display. Copy: "Remember her in 'Four Daughters'?—now see her in 'Heart of the North'."



**COLORING CONTEST:** Always popular with the youngsters. Plant in newspaper, herald, or school magazine. The 2-column mat shown above is available from Campaign Plan Editor. Order Mat 201—30c.

## Selling A Li'l Big-Star

In her two previous pictures little Janet Chapman garnered plenty of attention from the critics. That's your cue for extra plugging in the direction of the little-big starlet. These ideas have been successfully used before.

**CHILD PHOTO CONTEST:** Conducted along the same lines as the annual contest run by the New York Daily News and papers all over the country. Mothers send in photos of children to cooperating newspaper whose photo editors act as judges of contest. Appropriate prize is awarded to the most beautiful child photographed.

**FIND JANET'S DOUBLE:** You've heard this before. Idea, of course, is to find the child bearing the greatest resemblance to Janet Chapman. Newspaper prints picture of winner along with photo of Janet Chapman and a caption plugging your show.

**STARLET DISPLAY:** Janet Chapman deserves to be placed in the company of such stars as Shirley Temple, Bonita Granville, Jane Withers, etc. Rig up lobby display of these child stars with blowup of Janet in center above copy: "Janet Chapman joins the ranks of Hollywood's greatest child stars."

**BRIGHT SAYINGS CONTEST:** In cooperation with local paper award guest passes to readers who send in cleverest expressions supposedly authored by young "Janet Chapmans".

**AND DON'T FORGET TO:** Spot announcements before and after children's radio programs; distribute heralds and throwaways in school districts; run special kid matinee on Saturday A. M.; plant coloring contest in local paper (see mat below).

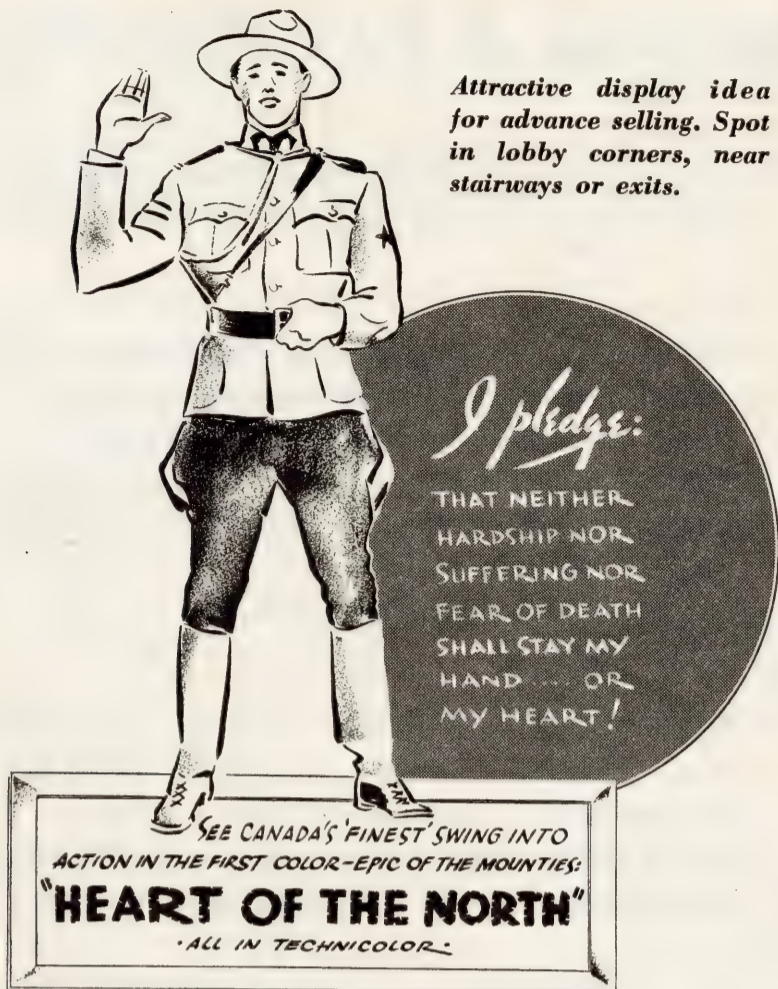
## Ad In Color

Stress the technicolor angle by running your ads in two colors. Lou Metzger of the New Spreckles Theatre, San Diego, recently used this means to put across "Valley of the Giants."

## Go To Dogs

Police dog plays bodyguard to Janet Chapman. Conduct a "Mutt Dog Show" in cooperation with local papers and playground. Entries must be over six months old, clean and on a leash. They compete for prizes—cups, ribbons, bones.

# 12 MORE EXPLOITATION IDEAS



## Tie In Radio Programs

A number of currently popular radio programs are based on stories of the "mounties." Spot plug before and after such air shows. Tell 'em that "Heart of the North" is the first color-epic of the Royal Canadian Mounted Police. Two national programs of this type are "Renfrew of the Mounted" and the Philip Morris Program — which devotes part of its show to R.C.M.P. yarns.

## Three Colorful Tie-Ups

**CAMERA SHOP:** Stores selling color film and cameras can cooperate by giving window space to color-glos still displays of scenes from picture along with products they are selling. Copy ties in your showing and playdates. Store might sponsor contest awarding prizes for best color snapshots.

**COSMETICS STORE:** Copy in window, on counters, in ads, stress the use of color in clothes this winter, and of necessity, the proper contrasting shades in makeup. Supply dealer with color-glos stills from picture. Conduct contest with prizes to those who best match color combination of cosmetics to go with various colored frocks.

**LOBBY ARTIST:** He paints scenes from picture in oil or water colors. Could start well in advance and complete pic to coincide with opening of show. If a fast worker, he could dash off the scene on paper in water colors and give away to on-lookers. Plug for picture, plus playdates, appear on back.

## Use Title In Tie-Ups

**BOOK DEALERS** devote window displays to novels by William Byron Mowery, author of film. Might also include books based on the exploits of the Royal Canadian Mounted Police and travel books of the Canadian Northwest.

**WINTER SPORT-WEAR** tie-up could be arranged with local department store. Wax figure of a mountie and scene stills are prominently displayed in window. Banner line reads: "From the 'Heart of the North' come these smart winter vacation fashions. Stills especially suitable are: H-6, H-8, H-24, H-28, H-39, H-43. Order from Campaign Plan Editor — 10c each.

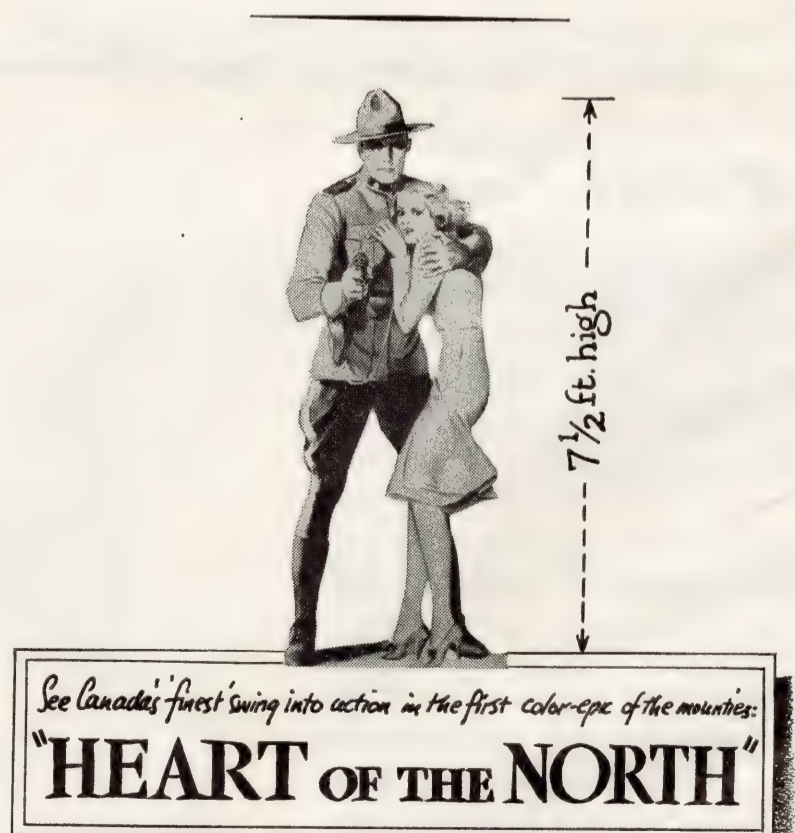
**TRAVEL AGENCIES** cooperate with window and counter displays. Use flock of color-glos stills to dress up exhibit. Copy: "For a real vacation travel the ..... way to the 'Heart of the North'.

**BAKING COMPANIES** tie in with this line: "Our bread is made from wheat that comes from the 'Heart of the North' etc."

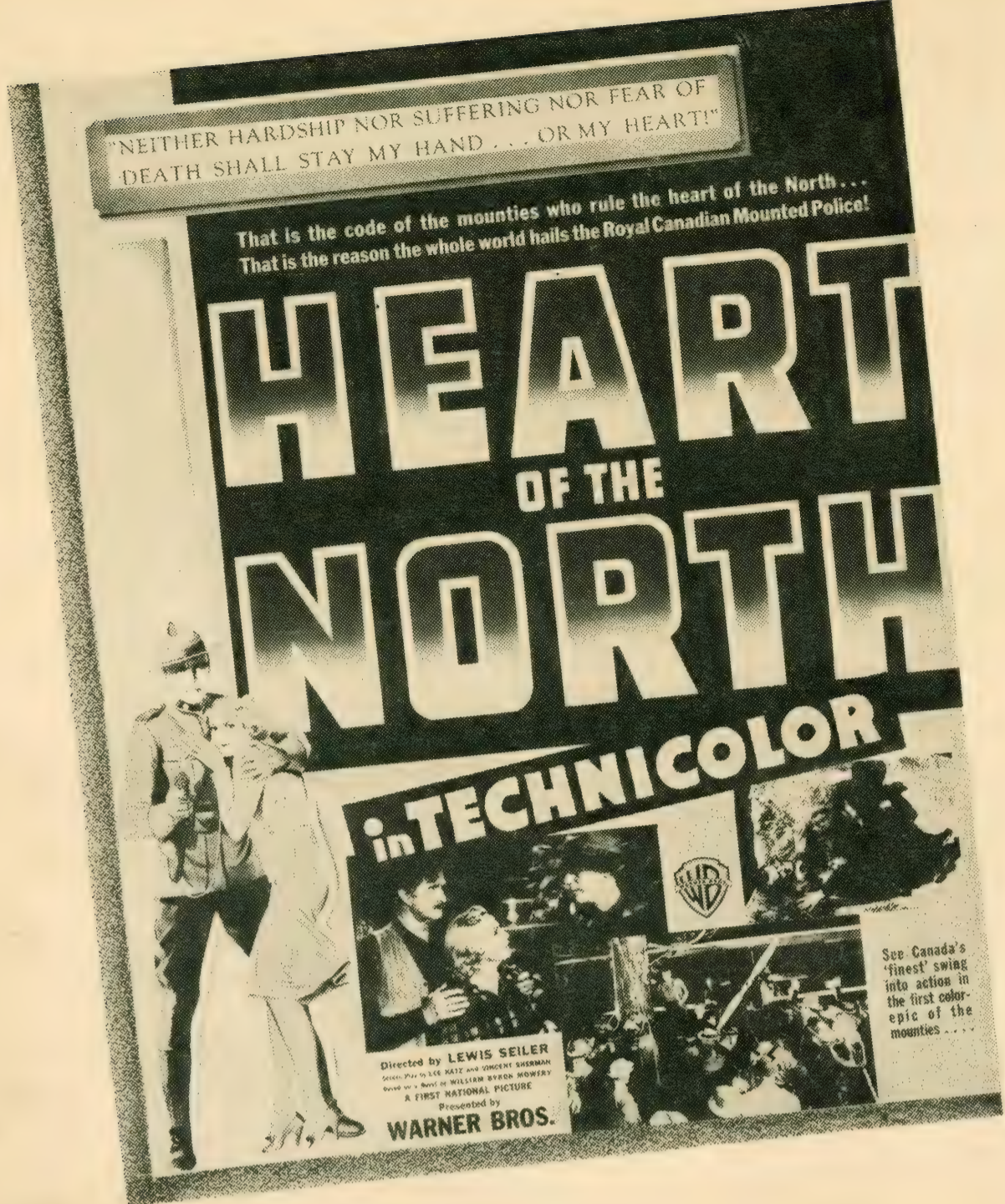
**FUR DEALERS** tie in cooperative advertising with catchline: "Fur from the 'Heart of the North'."

## Amateur Photo Contest

Contestants submit pictures they themselves have taken while traveling in the "Canadian Northwest." Call it the "Heart of the North Photo Contest." Prominent photographers, artists or travel authorities serve as judges. Arrange with local travel agency to display winning pictures in their windows. Money prize is awarded winner and guest tickets to the runners-up.

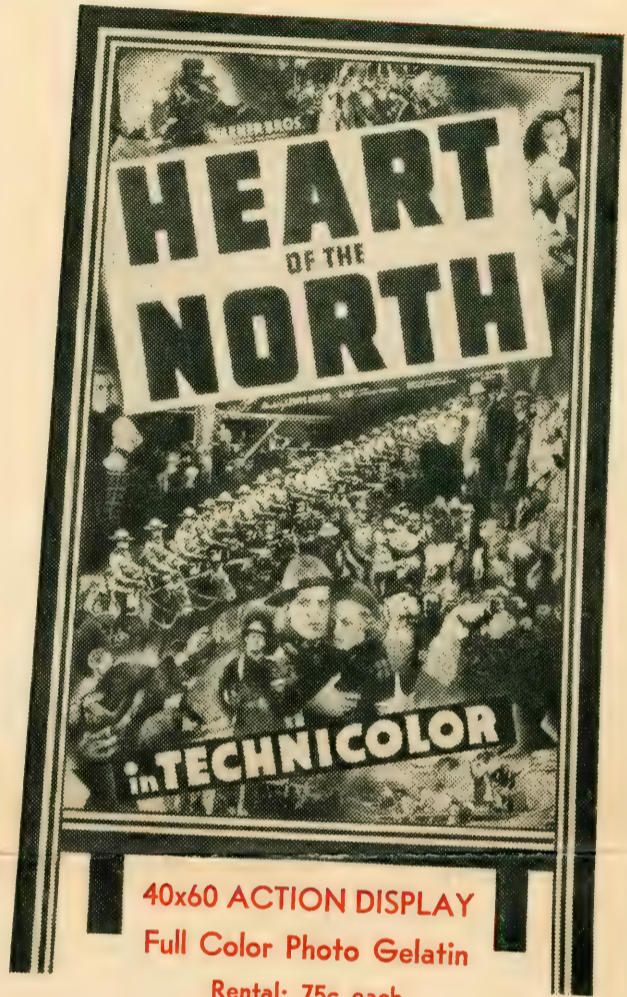


24-SHEET CUT OUT: Giant figure of mountie and girl (7½ ft. high) can be cut out and used as lobby or front display. Letters of title (4 ft. high) can be mounted on marquee.



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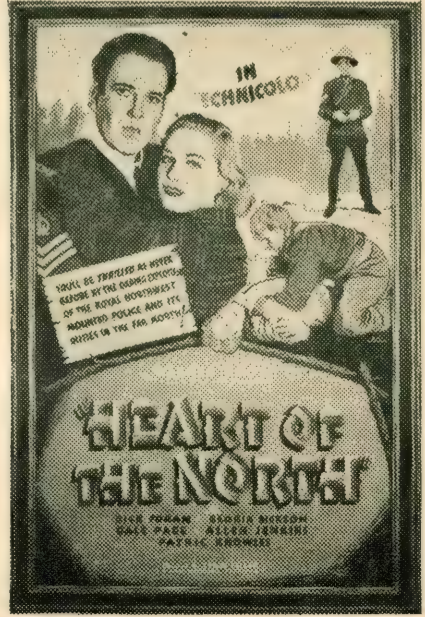
COLORED 11 x 14's  
SET OF EIGHT — Rental: 35c

**LOBBY DISPLAYS**

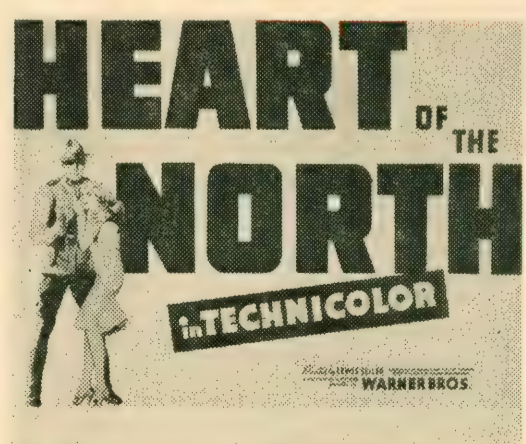
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Rental: 9c each



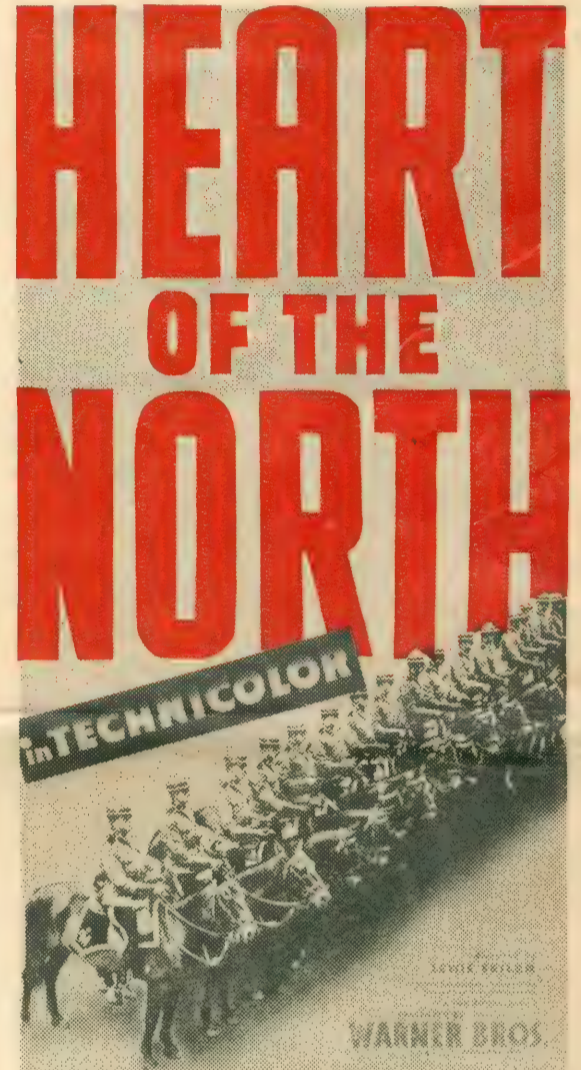
SLIDE . . . . . 15c each



24-SHEET 1 to 4 — \$2.40 each; 5 to 9 — \$2.25 each;  
10 to 24 — \$2.00 each; 25 & over — \$1.75 each.



SIX-SHEET . . . . . Rental 48c Each  
Same Design for Regular and Jumbo Window Cards



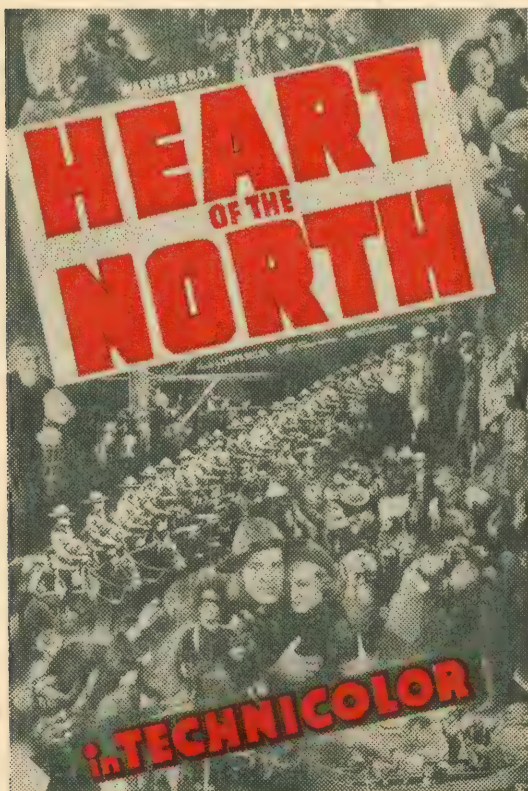
THREE-SHEET . . . Rental 24c Each

**SPECIAL QUANTITY PRICES**  
(for posting or sniping)

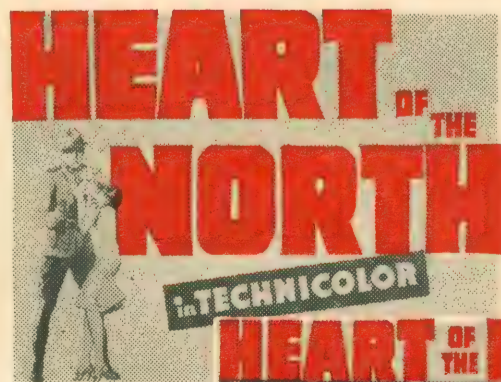
ONE-SHEETS: 50 to 99 — 11c each; 100 and over — 9c each.  
THREE-SHEETS: 50 to 99 — 32c each; 100 and over — 28c each.  
SIX-SHEETS: 25 to 49 — 80c each; 50 to 99 — 70c each; 100 and over — 60c each.

REGULAR WINDOW CARDS: 1 to 49 — 7c each; 50 to 99 — 6c each; 100 and over — 5½c each.

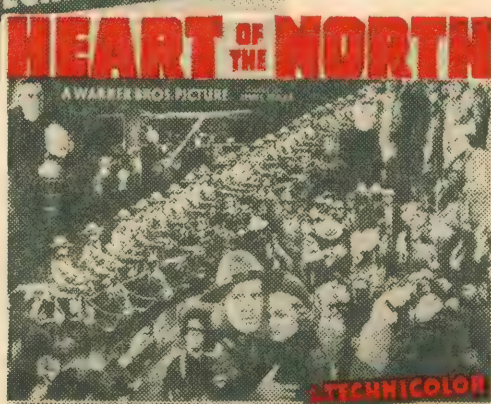
JUMBO WINDOW CARDS: 1 to 49 — 10c each; 50 to 99 — 8½c each; 100 to 199 — 7c each; 200 and over — 6½c each.



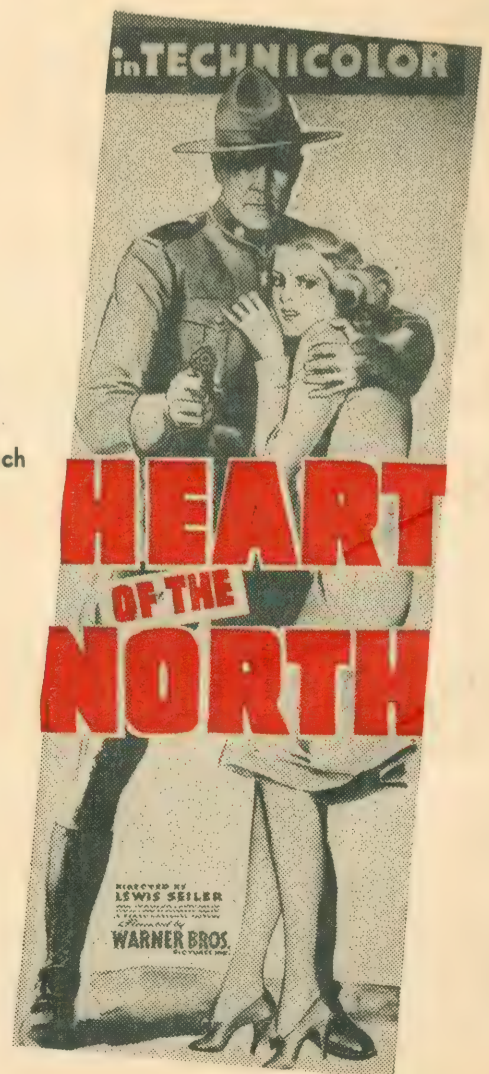
ONE-SHEET  
Rental: 8c Each  
Same Design for  
Midget Card  
4c Each



22 x 28's  
Rental: 20c Each



INSERT  
CARD  
Rental: 12c Each





# **'HEART OF THE NORTH' SUPPLEMENTARY ADVERTISING**

**Additional "Action" ads  
for local advertising to put  
over all the fight and fire of  
the Royal Canadian Mounted  
Police . . . All the sweeping  
action of their great North-  
land Patrol . . . Dramatically  
produced—in Technicolor—by  
Warner Bros. *(Turn to inside spread)***

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**BACKED BY TOP CIRCULATION NATIONAL  
ADVERTISING—FULL PAGE AD—IN FULL COLOR**

*(See back page)*

**YOU'LL GET ACTION WHEN  
THEY 'GET THEIR MAN'!**

Thrill to the Royal Mounted as they blaze a trail of adventure through Canada's wildest frontier!



# HEART OF THE NORTH



**in TECHNICOLOR**

Directed by LEWIS SEILER • Presented by WARNER BROS. • Screen Play by Lee Katz and Vincent Sherman  
Based on a Novel by William Byron Mowery • A First National Picture

Mat 113

6 1/2 inches (91 lines) — 15c

# Additional 'A

# For Your A

**LAW, ADVENTURE, ROMANCE  
FRONTIER WITH THE FAMOUS**

Law at the end of a rifle! Crime at the end of a rope! Love in the arms of the red-coated heroes who tame the wild heart of the north!

# "HEART OF THE NORTH" In TECHNICOLOR



Directed by LEWIS SEILER • Screen Play by William Byron Mowery • A First National Picture

Mat 305 — 8 1/2 inches x 2 cols.

**LAW, ADVENTURE, ROMANCE RIDE THE SAVAGE  
FRONTIER WITH THE FAMOUS ROYAL MOUNTED!**

Law at the end of a rifle! Crime at the end of a rope! Love in the arms of the red-coated heroes who tame the wild heart of the north!

# "HEART OF THE NORTH" In TECHNICOLOR



**SEE** daring river pirates steal a fortune in gold and furs!  
**SEE** a fearless 'Mountie', single-handed, break up a miners' lynch-party!  
**SEE** the thrilling canoe race and water battle...to death!



Directed by LEWIS SEILER • Screen Play by Lee Katz and Vincent Sherman • Based on a Novel by William Byron Mowery • A First National Picture • Presented by WARNER BROS.

Mat 216 — 5 3/4 inches x 2 cols. (162 lines) — 30c

# ACTION' Ads

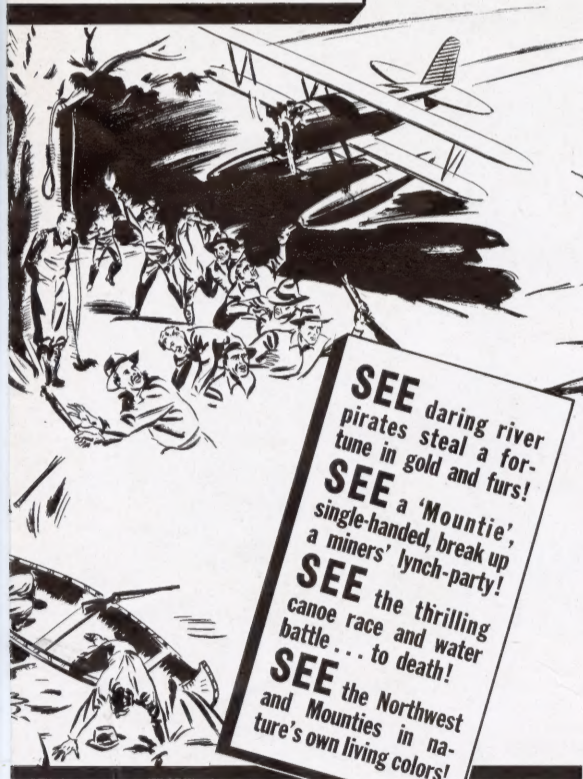
## Advertising

ONCE RIDE THE SAVAGE  
FAMOUS ROYAL MOUNTED!

Crime at the end of  
arms of the red-coated  
wild heart of the north!

# HEART OF THE NORTH

in  
TECHNICOLOR



**SEE** daring river  
pirates steal a for-  
tune in gold and furs!  
**SEE** a 'Mountie',  
single-handed, break up  
a miners' lynch-party!  
**SEE** the thrilling  
canoe race and water  
battle... to death!  
**SEE** the Northwest  
and Mounties in na-  
ture's own living colors!

by Lee Katz and Vincent Sherman • Based on a Novel  
onal Picture • Presented by WARNER BROS.

3 cols. (363 lines) — 45c

MAN AGAINST NATURE!  
LAW AGAINST OUTLAW!  
LOVE AGAINST THE  
FROZEN WILDERNESS!



# HEART OF THE NORTH

in  
TECHNICOLOR



Conflict, adventure, romance  
ride the savage frontier as the  
Royal Mounted brings two-  
gun law to the lawless north!



Presented by WARNER BROS.  
Directed by LEWIS SEILER • Screen Play by Lee  
Katz and Vincent Sherman • Based on a Novel by  
William Byron Mowery • A First National Picture

Mat 114

8 inches (113 lines) — 15c

SAVAGE WILDERNESS, PRIMITIVE MEN TAMED BY  
THE FAMOUS ROYAL CANADIAN MOUNTED POLICE!

A mighty epic sweeps  
from the north, told to the  
beat of brave, rash hearts  
... capturing the wild  
beauty of the northland  
in **TECHNICOLOR**



# HEART OF THE NORTH

Directed by LEWIS SEILER • Screen Play by Lee Katz and Vincent Sherman • Based on a Novel  
by William Byron Mowery • A First National Picture • Presented by WARNER BROS.

Mat 217 — 5 inches x 2 cols. (140 lines) — 30c

**NATURE SAID, "LET THERE BE A GREAT LAND,  
BRAVE WOMEN... AND BOLD MEN TO GUARD THEM!"**

Rushing rivers . . . sky-piercing peaks . . . trackless plains of the Great Northwest!  
. . . Land of rich furs and yellow gold, luring reckless men to adventure! . . . Land  
where civilization fades and a woman's lips set a wilderness aflame . . . Guarding  
this vast dominion, a handful of red-coated heroes blaze their legend, "Get your  
man!" . . . and law at the point of a rifle hangs crime on the end of a rope! . . .  
Here at last—in living color—is the romance of Canada's Royal Mounted! . . .  
Here—in the grandest scenes on earth—is the epic of America's last frontier! . . .  
Here's courage in a thousand dangers, and love for him who wins it fighting!

WARNER BROS. PRESENT

# HEART OF THE NORTH



**IN TECHNICOLOR**

*Half Reduction Illustrated*

**FULL PAGE ADVERTISEMENT—IN FULL COLOR  
REACHING 28,000,000 READERS OF**

**THE AMERICAN  
Greatest  
Circulation  
in the World  
A WEEKLY**

*Sunday, December 18th Issue*

**THAT'S HOW WARNERS SELLS THE MASSES**

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